

CLAIMS

1. A thermal transfer recording medium comprising a base sheet, a melting type primer layer disposed on said base sheet, and a melting type ink layer disposed on said melting type primer layer, in which

said melting type primer layer and said melting type ink layer constitute a melting type transfer portion,

said melting type transfer portion is transferred to a printing object when heating said melting type transfer portion,

and a printing layer where a residual resin made of said primer layer material is exposed is formed; characterized in that

the main component of material forming said melting type primer layer is styrene vinyl acetate copolymer.

2. A thermal transfer recording medium according to claim 1, wherein said melting type ink layer is formed of black ink containing carbon black which is a coloring agent.

3. A thermal transfer recording medium according to claim 1 further comprising a sublimation type transfer portion which is disposed on said base sheet and contains sublimation type ink, wherein:

when said sublimation type transfer portion is heated

in the state of being firmly in contact with said printing object, said sublimation type ink sublimates and infiltrates into said printing object.

4. A thermal transfer recording medium according to claim 1, wherein said styrene vinyl acetate copolymer contained in said melting type primer layer contains vinyl acetate of 10mol% or more and 50mol% or less.

5. A thermal transfer recording medium according to claim 1 or 2, wherein said melting type primer layer contains said styrene vinyl acetate copolymer of 60wt% or more.

6. A thermal transfer recording medium according to claim 1, wherein polyethylene wax is added to said melting type primer layer.

7. A thermal transfer recording medium according to claim 1, further comprising a protective portion disposed on said base sheet, wherein when said protective portion is heated, a surface portion of said protective portion becomes adhesive with respect to said residual resin.

8. A thermal transfer recording medium according to claim 7, wherein said protective portion contains one kind of resin selected from a group consisting of acrylic resin, polyester resin, vinyl chloride resin,

nitrocellulose resin and urethane resin.

9. A printed matter including a recording sheet, and a printing layer disposed on the surface of said recording sheet, wherein:

a residual resin whose main component is styrene vinyl acetate copolymer is disposed on the surface of said printing layer; and

a protective portion which adheres both to said residual resin and to said recording sheet is provided.